

PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: Mr. Tom Goodale
From: Jeanne Bonhomme
Subject: Request For Production Of
Consumer Test Cigarettes

Date: November 20, 1981

The Market Research Department would like to conduct an identified product test in order to assess smoker acceptability of production Merit Ultra Lights 85's when packaged in the current blue pack versus a pack using traditional Merit non-menthol yellow colors.

To accomplish this, we will need the following cigarettes:

Cigarettes: Production Merit Ultra Lights 85's (non-menthol).

	7504	7505
	Merit Ultra	Merit Ultra
	<u>Lights Blue</u>	<u>Lights Yellow</u>
Blend, Tip and Paper:	---	All Production ---

Packages: 3,500 packs of production blue packs
3,500 packs of identified yellow packs

Cartons: Plain White

Packing Instructions: 350 cartons - 5 packs blue on top
- 5 packs yellow on bottom
350 cartons - 5 packs yellow on top
- 5 packs blue on bottom
700 cartons in total

Shipping Instructions: 688 cartons to Home Testing Institute (Warehouse)
86 Denton Avenue
Garden City Park, N.Y. 11040
2 cartons to J. Bonhomme - N.Y.O.
4 cartons to J. Warren - Richmond
6 cartons to F. Loccisano - Home Testing Institute (Office)
700 cartons in total

Timing: Fran Goehl is handling the ordering of the yellow packs. She expects to have them available by December 12th. I'd like to have this product shipped out to arrive at HTI by December 23rd.

Project Designation: 7504/7505

Account No. 043-120-910-27

CC: C. Levy
G. Raed
J. Zoler

Partial Copies to F. Loccisano
H. Wolf

HTI

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